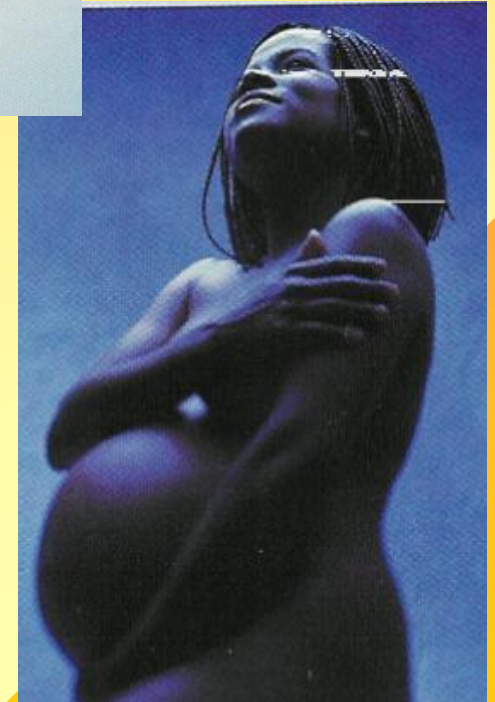


Active Session 3C: Coping & Relapse Prevention

- **Healthy**
- **Outcomes of**
- **Pregnancy**
- **Education**



[Select a Different Session](#)

[Return to Main Topic Page](#)

What Tobacco Smoke Does To You & YOUR Baby!

Nicotine?

A mix of 4,000 chemicals

Exposure to smoke during pregnancy causes:

- Less blood flow & oxygen for you & your baby
- Higher blood pressure & heart rate for you & your baby
- More poisons to you & your baby
- Less food intake & weight gain for you & your baby during pregnancy
- Slower growth of the baby
- Less energy for you during pregnancy

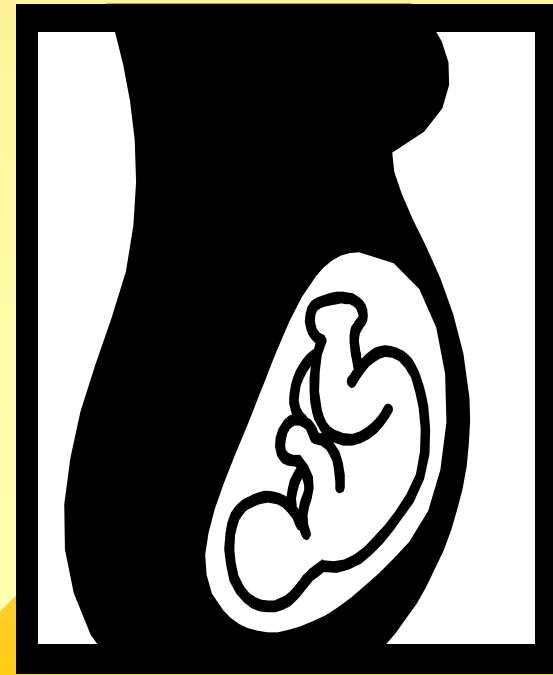
There A Number of Good Reasons To Stay Smoke Free

Your Baby Might Be More Likely to Have ...

- Better growth & development
- Normal birth weight
- Fewer problems after the baby is born

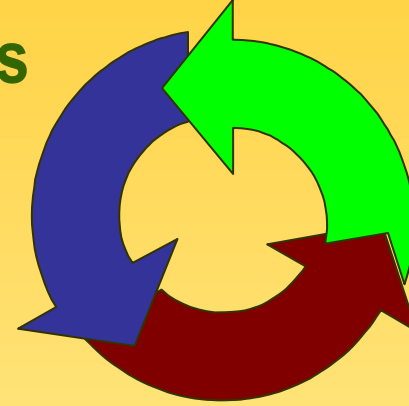
You Might be More Likely to Have...

- A full term delivery
- Less chance of miscarriage or stillbirth



Preventing Relapse & Staying Smoke Free

Thoughts



Feelings

Behaviors

Depends on Your Knowing How & When To ...

- Change negative thoughts, feelings & behaviors.
- Ask for, and promote the behaviors that YOU want from others.
- Act to protect yourself and your unborn baby.

MAKE NON-SMOKING A HABIT. STAY SMOKE FREE!

Apply the **ABC's** of Behavior Change

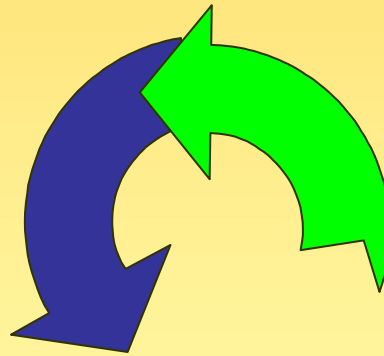
Staying a Non-Smoker Depends On You.

- **Activating Events** Your thoughts, feelings or behaviors can influence whether you smoke again or someone else smokes around you.
- **Behaviors** The behavior you are trying to promote = Smoke Free Mother & Baby
- **Consequences** What you think, say, feel or do after you or someone smokes (or does not smoke) can influence whether you or other people will smoke again in the future.

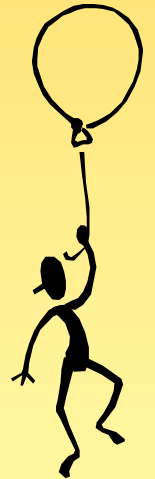
Change Negative Thoughts & Feelings To Positives



Thoughts



Feelings



SELF-TALK: Change Negative Thoughts To Positives

Negative Thoughts

The urge is strong.

I can't stand not smoking.

I miss smoking.

I can't ask them not to smoke.

Positive Thoughts

It will go away if I wait.

I have managed so far.

I don't want to hurt my baby.

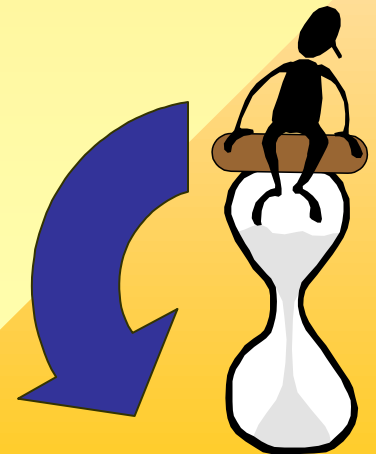
I have a right to ask for what I want.



Thought Stopping Exercise

If You Stop Yourself, The Urge Will Pass

- **STOP!!!!!! DON'T DO IT!!!!**
- **ONE SLIP IS NOT WORTH IT!!!!**
- **THINK ABOUT PLEASANT THINGS!!!!**
- **IMAGINE WALKING ON THE BEACH....**
- **IMAGINE YOUR BABY SLEEPING
PEACEFULLY INSIDE YOUR BODY...**
- **TALK OUT LOUD TO YOUR BABY.**



Mentally Prepare For Temptations & Urges To Smoke

- Some people who quit smoking cigarettes face **STRONG** urges to smoke.
- Others return to prior smoking levels when faced with difficult or stressful situations.
- The key to remaining smoke free is to be prepared to fight these temptations and handle urges to smoke.

And, the best way to do that is to reduce stress and build self-confidence.

Handle Negative Feelings

That might lead you to smoke again.

Negative Feelings

Feeling stressed out?

Angry at someone who smokes around you?

Feeling depressed or down on yourself?



Positive Feelings

Relax in a quiet, smoke free room.

Count to 3. Take a break, or TIME OUT from them.

Talk to someone else who cares about you.



What Negative or Self-Defeating Thoughts Do You Have?

- _____
- _____

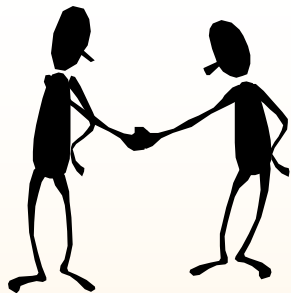


How Will You Change Them Into Positives?

- _____
- _____



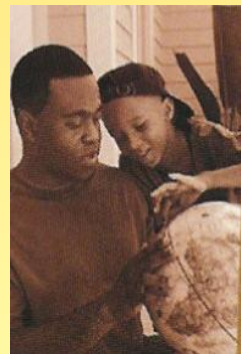
Exercise



Ask Your Friends or Family for Help

Your friends and family can ...

- Praise and reward you for your efforts.
- Help you avoid triggers and temptations to smoke.
- Remind you how important it is for you to quit and remain smoke free.
- Refuse to buy or give you cigarettes.



FiRE iT UP!

Newport
Newport LIGHTS
MENTHOL BOX

Newport pleasure!

© Lorillard 2000
Lights Box: 9 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC method.
"tar," 1.1 mg. nicotine av. per cigarette by FTC method.

Are You Around Any Smokers?

BE A PART OF IT!

Newport
Newport LIGHTS
MENTHOL BOX

Newport Rhythm and Sound Dance Contest

© Lorillard 2000

FiRE iT UP!

Newport
Newport LIGHTS
MENTHOL BOX

Newport pleasure!

© Lorillard 2000
Lights Box: 9 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC method.
"tar," 1.1 mg. nicotine av. per cigarette by FTC method.

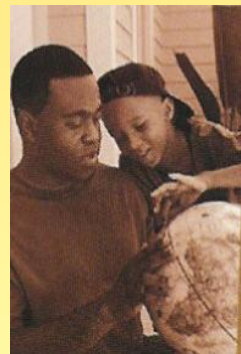
SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.



You & Your Baby Are Still At Risk If You Are Exposed To Other People's Smoke

**Your friends and family who smoke can
help you & your baby by ...**

- **NOT SMOKING AROUND YOU!!!**
- **NOT SMOKING in the house.**
- **NOT SMOKING in the car.**
- **ONLY SMOKING outdoors.**
- **STOP SMOKING entirely.**





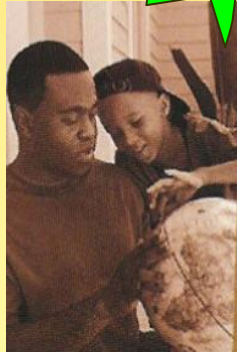
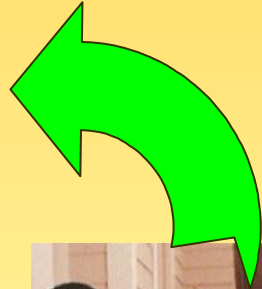
Who Will You Turn To & How Can They Help You ...

To stay a NON-smoker?

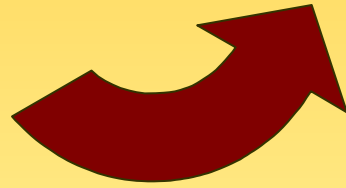
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To stay SMOKE FREE?

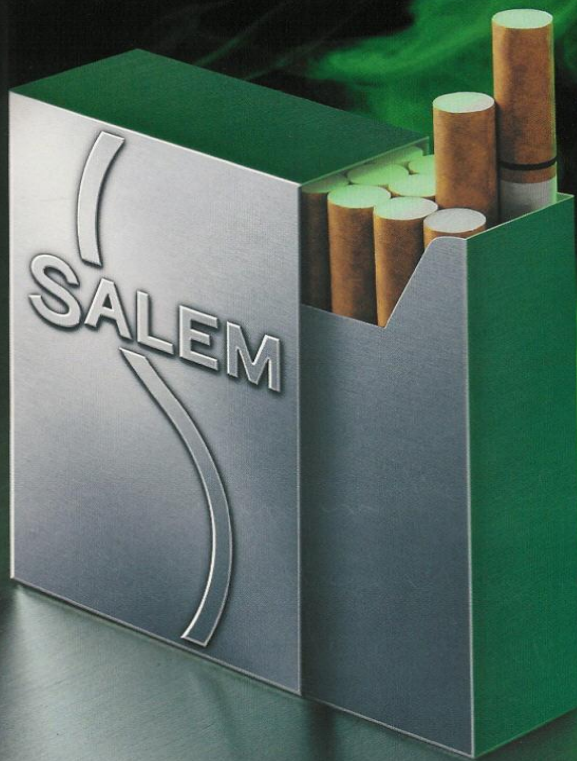
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Maintain Your Behaviors



Break the Mold!

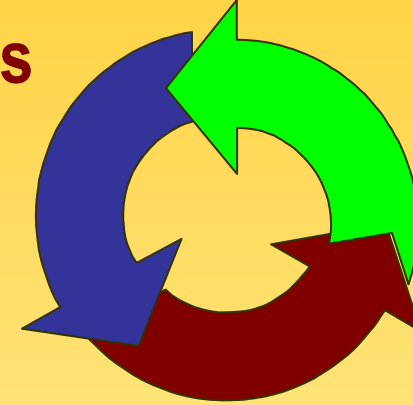


Breaking the mold.



Thoughts

Feelings



Behaviors

Activating Events ...

... can TRIGGER YOUR wanting to smoke again. They can be ...

- **Thoughts** (Thinking “I need a cigarette”).
- **Feelings you have** (Feeling stressed or upset).
- **A situation or place** (Person smokes, watching TV).
- **Behaviors** (Buying a pack of cigarettes).

That’s why it is important to avoid or change them.

Strategies Are Available

To Stay A Non-Smoker

- Avoid Smokers & Smoking Triggers.
- Keep Your Environment Smoke Free.
- Ask Others NOT to Smoke Around You.
- Cope with Urges to Smoke & Prevent Relapse.
- Discourage Smoking & Reward NON-Smoking.





To Stay Quit YOU Must: Avoid Smokers & Smoking TRIGGERS Entirely

- Avoid situations and people where you will be more likely to smoke.
- Do NOT drink alcohol or or use drugs.
- Spend time with people who do NOT smoke.
- Avoid going places where there is smoke (e.g., parties, homes, restaurants).
- Do NOT invite smokers over to your house.
- Meet smokers someplace where they cannot smoke around you.



To Stay Quit YOU Must: Keep Your Environment Smoke Free

- **Create household rules about NO SMOKING.**
 - **NO Smoking in the house or car.**
 - **Ask people to go outside to smoke.**
- **Throw away lighters, matches and ashtrays.**
- **Post NO SMOKING signs on the refrigerator and other places.**
- **Be consistent, and follow through with your household rules.**



To Stay Quit You Must: Talk To The Smokers In Your Life

Sharing Your Thoughts & Feelings...

- How important you think it is for you & your baby to avoid smoke exposure.
- Your beliefs about how their NOT SMOKING will benefit the baby.
- What you think or feel when other people go outside to smoke.
- What you think or feel when people STOP smoking around you.

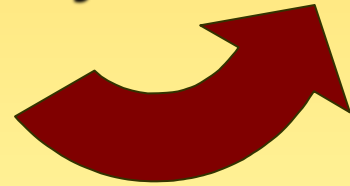


... Will Affect What Others Do.

Practice Talking To The Smokers In Your Life.

Increase Your Chances Of Success

- Think about what you want to say & how to say it.
- Think about how they might respond.
- Practice in front of the mirror or with a friend.
- Set up a time and place to talk.
- Tell smokers what you think, feel and want.
- Listen to what smokers think, feel and want to do.
- Mutually agree on a plan of action.



Role Play

What Will You Do To ...

... avoid smokers & smoke TRIGGERS?

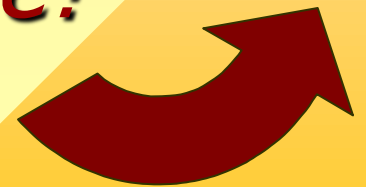
- _____
- _____

... create Smoke Free household rules?

- _____
- _____

... talk to the smokers in your life?

- _____
- _____



Exercise



To STAY QUIT You MUST: Cope With Urges To Smoke

If you are having strong urges to smoke, try everything you have in your tool box ...

- Use the Four D's
- Put something else in your mouth (candy, gum, mints).
- Hold a pencil or straw in your hand.
- Use TIPS in the Pregnant Woman's Quit Guide.

If you wait, even 5 minutes, the urge will usually go away.

This is the hardest time.

Prepare Yourself For The Third Trimester And Postpartum

When you first became pregnant, ...

- Cigarettes didn't taste as good.
- Felt sick or dizzy.
- The smell made you queasy.
- Cigarettes did not satisfy you as much.

Watch for an Increase in the Urges to Smoke!



Be Aware of Early Warning Signs

- The urge to smoke becomes stronger, particularly after waking up in the morning.
- Your commitment to remain a non-smoker decreases.
- Your mood changes, or you are under more stress.
- The number of urges for a cigarette increases.
- You want to spend more time around other people who are smoking.

Examples: Early Warning Signs for YOU

YOU start to...

- Think quitting is not worth all the effort and trouble.
 - Think you can have one or two cigarettes without starting again.
 - Feel like giving up, feel hopeless or stressed out.
 - Go to places where people are smoking.
 - Give in, and let other smokers smoke around you.
 - Find reasons to break the NO SMOKING IN THE HOUSE rules.
- ... look for EXCUSES to smoke.***

Early Warning Signs for Other Smokers

Smokers start to...

- Question the risks of smoke exposure for the baby or the benefits of being smoke free for you.
- Complain about NO SMOKING in the house rules.
- Complain about NOT smoking around you.
- Argue and fight with you about not smoking.
- Do or say things to push the limits.
- Smoke more often.



To STAY QUIT You MUST: Prevent Relapse

Key is to ...

- Use early warning signs as a cue to take immediate action.
- Confront self-defeating thoughts & feelings about staying a NON-smoker.
- Apply the skills you learned to QUIT & STAY SMOKE FREE.
- Talk to your QUIT BUDDY about wanting to STAY SMOKE FREE.
- Talk to smokers again about wanting to QUIT & STAY SMOKE FREE, and restate what you will do if they smoke around you.

A Slip, A Lapse or A Relapse?

- **Slip.** One or two puffs or cigarettes.
- **Lapse.** Several days of smoking at least one puff a day.
- **Relapse.** A week or more of smoking at least one puff a day.

Respond Quickly To Prevent Small Slips From Becoming A Full Blown Relapse

Recycle quickly...

- Having one puff or cigarette does not mean you will start smoking again.
- Think about what happened right before and after you had that first cigarette & avoid doing that again.
- Don't feel guilty, or put yourself down.
- Go back to the 7-Day Quit Smoking Guide and work the quit smoking plan.
- ***AND, WHATEVER YOU DO, DO NOT LIGHT UP ANOTHER CIGARETTE OR BUY A PACK!***

If Someone Else Relapses, Keep Working On YOUR Plan

To Protect Your Baby & You...

- Do not get defensive.
- Restate why you think being Smoke Free is so important to you & your baby.
- Restate what it is that you want for you and the baby.
- Restate what you want from them.
- Restate what you plan to do if they choose to smoke.

Role Play

What Are Your Plans To Prevent Relapse?

What Warning Signs Will You Look For?

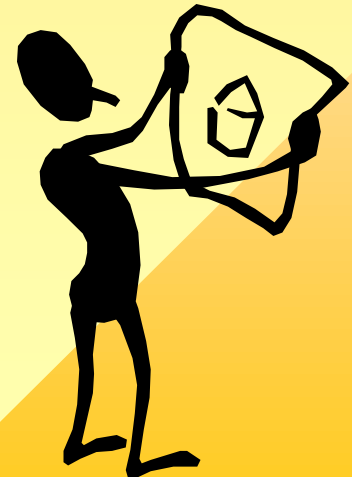
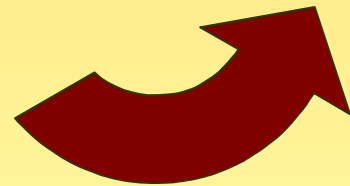
- ☐ _____
- ☐ _____

How Will You Handle Urges to Smoke Again?

- ☐ _____
- ☐ _____

What Will You Do If You Slip or Relapse?

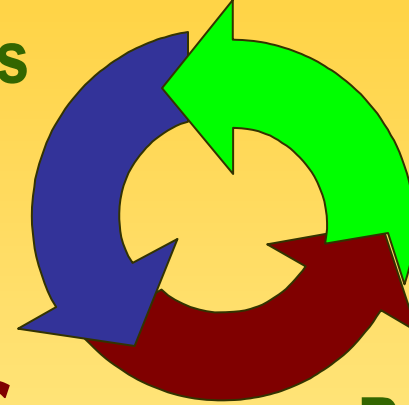
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Negative Consequences ...

Thoughts

Feelings



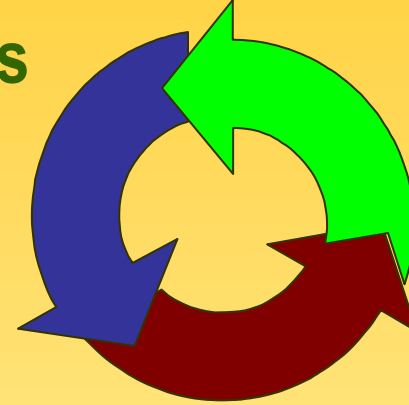
Behaviors

... DISCOURAGE SMOKING.

- Pull out the YUK Jar and take a deep breath.
- Wear a rubber band and snap your wrist .
- Imagine your baby not being able to breathe.
- Tell yourself & other smokers how disappointed you are.
- STOP spending time with friends who smoke around you.
- Take the gift you bought yourself as a reward for quitting back to the store.

Positive
Consequences ...

Thoughts



Feelings

Behaviors

Reward Yourself For QUITTING & Reward Others For NOT SMOKING AROUND YOU

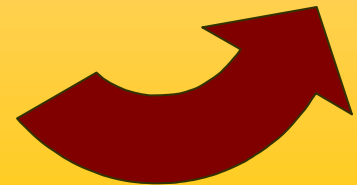
- Pat yourself on the back for sticking to your plan.
- Tell someone you appreciate their NOT smoking around you.
- Treat yourself.
- Do something special together.

When To Reward ...



- Right away, after the you or someone else does something to keep you **SMOKE FREE**.
- Every time, at first, so you and they know what makes you happy.
- Every other time or so after that.
- Less often, once NOT becomes a habit for you and your friends.

... Timing is Everything.



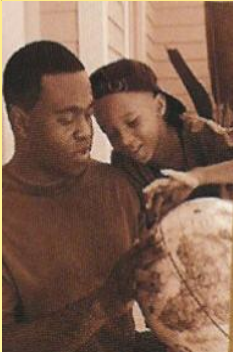


You Can: Support Friends & Family in Their Efforts

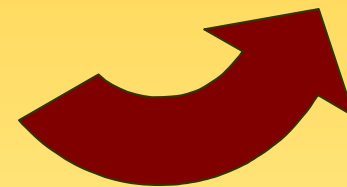
To Cut Down or To Quit Smoking ...

- **Let them know you care about their health.**
- **Avoid places and situations where they might be tempted to smoke.**
- **Share the quit smoking materials with them.**
- **Refuse to buy them cigarettes.**

... And They Might Quit Entirely.



How Will You Reward Non-Smoking?



TO REWARD NON-SMOKING, I plan to ...

For Myself:

For Others:



What Strategies Are Best For You?

Best Strategies

- ☐ Avoid smokers.
- ☐ Avoid smoking triggers.
- ☐ Change your environment.
- ☐ Ask others NOT to smoke around you.
- ☐ Cope with urges to smoke.
- ☐ Prevent relapse.
- ☐ Discourage SMOKING & Reward NON-SMOKING.

How & when will you do that?

- ☐ _____.
- ☐ _____.
- ☐ _____.
- ☐ _____.
- ☐ _____.
- ☐ _____.
- ☐ _____.

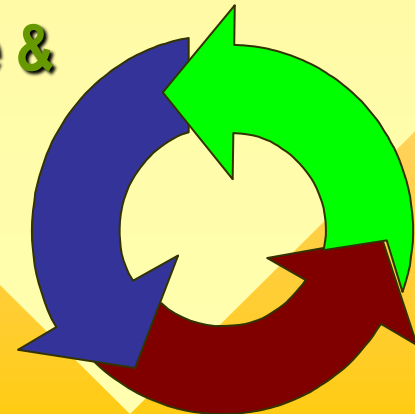


Between Now & Your Next Visit

- Continue to keep track of your triggers and urges to smoke.
- Change negative thoughts and feelings to positives.
- Plan new ways to handle stress and build confidence.
- Mentally prepare yourself to handle urges to smoke.
- Talk to your friends and family and ask them to help you stay a NON-smoker.
- Give smokers the smoke exposure & quit smoking materials.



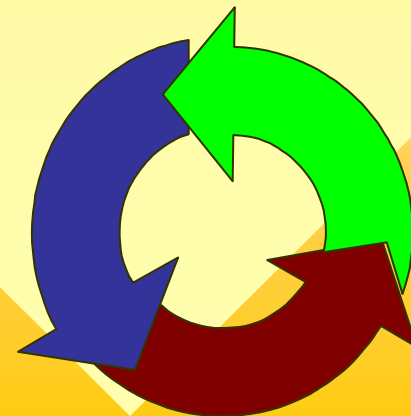
Thoughts



Feelings

Between Now & Your Next Visit

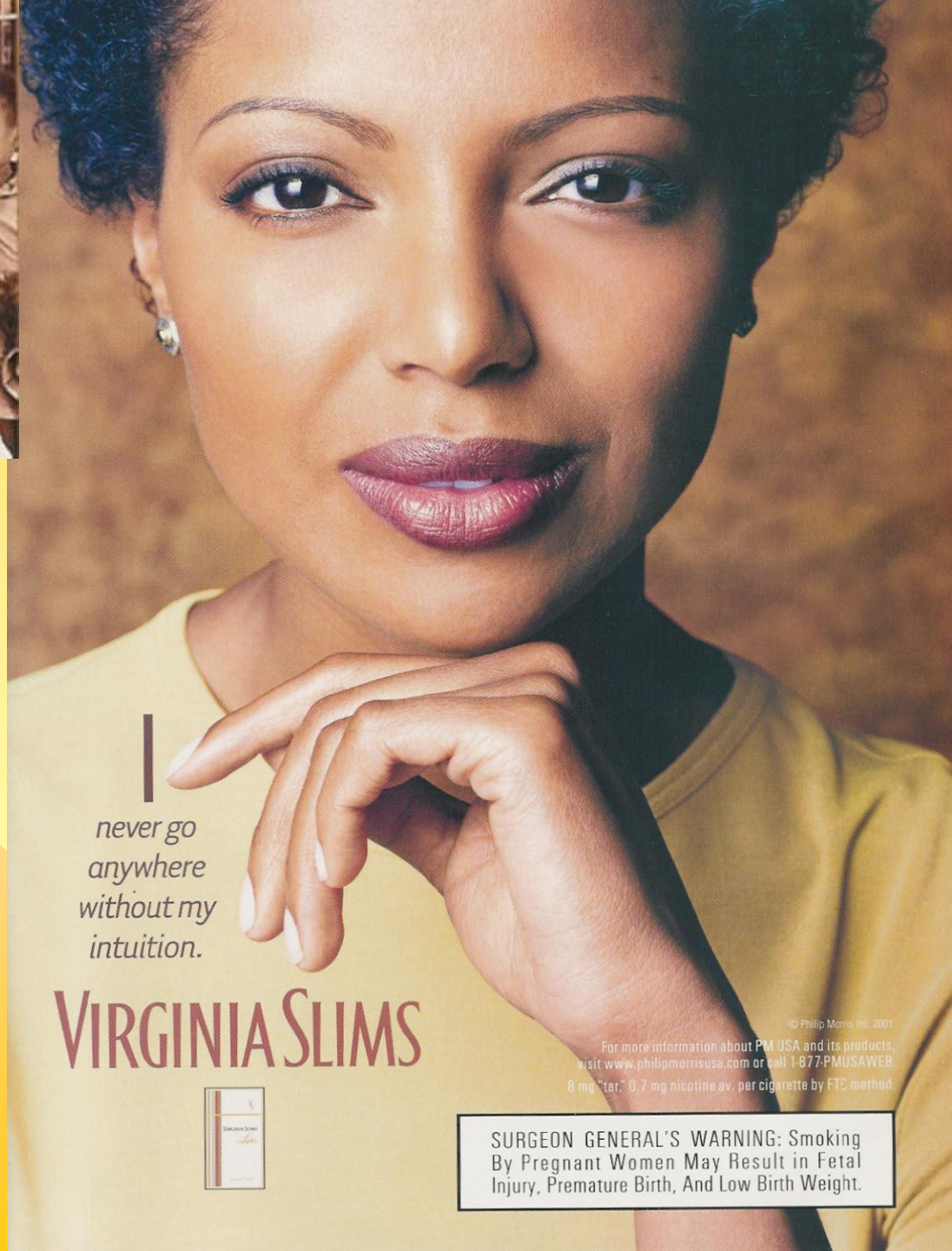
- **Avoid Smokers & Smoking TRIGGERS.**
- **Follow through on NO SMOKING RULES.**
- **Ask smokers NOT TO SMOKE around you.**
- **Watch for early warning signs and use the relapse prevention strategies.**
- **Follow the Seven Day Quit Guide if you slip or relapse.**
- **Reward NON-SMOKING & Discourage SMOKING.**



Behaviors



**You've
Come A
Long Way
Baby – Make
It Last
Forever!**



I
*never go
anywhere
without my
intuition.*

VIRGINIA SLIMS



© Philip Morris Inc. 2001

For more information about PM USA and its products,
visit www.philipmorrisusa.com or call 1-877-PMUSAWEB.
8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.**

This concludes this portion
of today's presentation.

Please click here to return
to the Main Topic Page.